


TO Business

 **Toronto** Economic Development

...speaking with the business community

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1. LET'S TALK- Notes from the Executive Director

"Economic Development Culture and Tourism launched its "You Belong Here" campaign last Spring in response to the impact on the business community of the SARS outbreak.

I am happy to report to you that we have seen a substantial recovery since those bleak days in May and June. I am particularly pleased to report that staff in my office directly assisted 27 companies with their expansion plans, resulting in the retention of 4,000 jobs and the creation of more than 2,000 new ones. These businesses will occupy 2.2 million square feet of space

I want to take this opportunity to wish you the best for this season and good things for the New Year."

Brenda Librecz

2. Toronto's New Council

Toronto City Council has changed dramatically with a new Mayor and 14 new Councillors. For a listing of all Councillors and their contact information, [click here](#).

City Council has made the following appointments:

Deputy Mayors:

Councillors Joe Pantalone, Sandra Bussin and Mike Feldman

Chairs of Standing Committees:

| <i>Councillor</i> | <i>Committee</i> |
|--------------------|--------------------------------|
| Mayor David Miller | Policy and Finance |
| David Soknacki | Budget Advisory |
| Brian Ashton | Economic Development and Parks |
| Gerry Altobello | Planning and Transportation |
| Jane Pitfield | Works |
| Olivia Chow | Community Services |

For more information on appointments visit www.toronto.ca/committees.

3. Senator/ Dr./ Chancellor Poy- a Toronto Success Story

Vivienne Poy is a successful fashion designer, entrepreneur, corporate director and volunteer. She was influential in promoting civic pride in the former City of Scarborough as an influential member of the Pride of Place Committee, and is a patron of both the Chinese Cultural Centre of Greater Toronto and the Scarborough General Hospital capital campaign. She was appointed to the Senate in 1998, the first Canadian of Asian descent to be named to the upper house.

Senator Poy recently received two new honours from the University of Toronto, on the same day. In what is clearly a unique situation, Senator Poy received a Ph.D. in history from the University of Toronto and immediately returned to the stage of Convocation Hall to be installed as the University's new Chancellor.

While we all pride ourselves on multi-tasking, surely this list of concurrent accomplishments and duties is in a class by itself. Congratulations to the new Doctor and Chancellor.

TORONTO FACTS**Did you know?**

- According to an international poll of jazz enthusiasts run by ejazznews.com, Toronto ranks second for the world's most extraordinary nightlife, behind first-place New York and ahead of New Orleans and Paris.
- Toronto is Canada's largest city with a population of 2.5 million people and is the 5th largest city in North America.
- Toronto is the third-largest English language theatre centre in the world after New York and London.
- Toronto is one of the world's largest news and entertainment centres with 5 major newspapers, 7 TV stations, 27 radio stations 34 cable networks and 70 ethnic publications.

4. "Walk the Walk" A Fashionable Partnership!

The City of Milan, the Fashion Design Council of Canada (FDCC), the Italian Chamber of Commerce of Toronto and Toronto Economic Development recently hosted "Walk

the Walk".

This runway show featured key Italian designer collections for spring 2004, including GFFerre, Just Cavalli, Ice Jeans and Clink. As the first follow-up to the Toronto-Milan twinning and part of the ongoing exchange between Toronto and Milan, the show was one of many exciting, innovative offerings during **Toronto Fashion Week** (www.torontofashionweek.ca).

Now in its eleventh year, Toronto Fashion Week is a semi-annual event managed by the FDCC, co-sponsored by the City of Toronto with other private and public sector partners, attracting media and buyers from around the world.

For more information on "Walk the Walk" and Toronto's Fashion Sector, contact Laurie Belzak.

5. The Future of Toronto Aerospace

The City of Toronto, in partnership with the Ontario Aerospace Council and the Canadian Auto Workers, invited 65 stakeholders and key industry leaders to a half-day discussion aimed at shaping the future of the aerospace manufacturing sector in Ontario.

The facilitator-lead discussion organized by the Toronto Economic Development Office, focused on aerospace opportunities, challenges and successes.

Representatives of industry, labour, academia and government are now working together to develop and implement recommendations generated by the discussion. Recommendations are focused on improving investment and employment in this strategic sector.

A report on the stakeholders' discussion titled "Moving Ahead Together- Shaping the Future of Ontario Aerospace" will be available within the next few weeks.

For this report or for more information about sector discussions to date, contact Frank Bedard.

6. Toronto Continues to Lead in Financial Services

The Toronto region is the third-largest financial services centre in North America after New York and Chicago, employing 200,000 people in 2003. Toronto region job creation from 2000 to 2002 was more rapid than in the major U.S. financial centres.

A 2003 *Competitiveness Survey* of Toronto's senior financial services executives, conducted by the Toronto Financial Services Alliance (TFSA), concluded that Toronto is viewed favourably by its financial sector participants. Results show that Toronto's strengths include the availability of good managerial and professional talent, well-developed information technology and support, as well as proximity to U.S. markets. The city is most competitive for headquarter and strategic planning functions, product development and systems design/technology.

The TFSA is a public private initiative whose mandate is to enhance and promote Toronto as a competitive North American financial services centre. For more information on the TFSA Competitiveness Study contact Susan Viegas or visit www.tfsa.ca.

7. The 2003 Signature Sites Brochure Available Online

The Signature Sites brochure is a listing of significant development and redevelopment locations in the City of Toronto. The purpose of this document is to bring these sites to the attention of brokers, developers and site selectors with the goal of attracting employment-generating investment to these lands.

Please click [here](#) to view the on-line version. Due to the size of the file, it may take several minutes to download the brochure.

8. Get Your 2002 Industry Profiles

The 2002 Industry profiles are now available on the City's website. Toronto's Economic Development Office has created 208 industry profiles, one for each industry in the Toronto Census Metropolitan Area (CMA). Each profile is a four-page summary of Statistics Canada Labour Force survey data and includes employment statistics by age, gender, education, and occupation as well as average wage rates. For your free copy of these data, please visit our website or contact Andrew McConnachie.

9. Helping Toronto Business

Frito Lay is constructing a new sales and distribution centre. The facility, being built on a 9.6 acre greenfield site at Water Tower Gate and Sheppard Avenue East, will be completed by the end of the year. Frito Lay is consolidating an existing distribution centre in Toronto east with another in Oshawa. For more information contact Neil Farmer.

Toronto 1, Craig Media Company has opened a new television broadcast station at 25 Ontario Street in downtown Toronto, providing original programming with an emphasis on entertainment, lifestyle and culture. The company has secured a 5-year lease to an existing 30,000 sq. ft. building and has created 150 new jobs. For more information contact George Spezza.

Toronto Economic Development worked with the **Canadian National Institute for the Blind (CNIB)** in locating potential sites for its new 140,445 sq. ft. rehabilitation center at 1929 Bayview Avenue. The new centre will replace an existing 88,867sq. ft. building. For more information contact Warren Poole.

VIVA Magnetics (Canada) is currently constructing a 250,000 sq. ft. building for production of CDs, DVDs and "jewel case" containers on a 20 acre Finch Avenue East site between Markham and Middlefield Roads. Although the building is not yet fully completed, manufacturing equipment has been installed and production has already begun. For more information contact Ron Rea.

10. Small Business Forum Attracts 4,000!

Small Business Forum, is an annual networking and educational event organized by Enterprise Toronto- Toronto Economic Development Office at the Metro Toronto Convention Centre, to bring providers of business services, governments and business associations together in one location to assist business and entrepreneurs.

Small Business Forum 2003 featured a trade show with 90 exhibitors, and 15 seminars on a diverse range of topics including financing, international trade, business etiquette, marketing and advertising. A total of 22 roundtable discussions on small business issues such as marketing, taxation, accessing capital, human resources and management were also offered. This year's event, attended by 4,000 people, attracted an increased number of exhibitors and featured an expanded range of discussion topics.

Special presentations catered to the unique needs of women, youth and aboriginal entrepreneurs.

If you have not attended one of the past Forums, plan on attending next year's event, which is already in the planning stages. For more information on this forum contact Vikas Jain.

11. Aboriginal Conference Tackles New Ground

In October over 100 people attended "Celebrations of Aboriginal Entrepreneurs", a networking and information event organized by the Urban Aboriginal Economic Development Committee (UAEDC). This committee, made up of members from the three levels of government as well as aboriginal groups and associations, was created by Enterprise Toronto to address aboriginal issues in Toronto within the framework of the Toronto Economic Development Strategy.

Included in the day's activities were presentations by Toronto Aboriginal Business Award winners, talks by aboriginal women and youth, and a panel discussion on available financing sources.

An innovative company named Aboriginal Business presented their initiative to provide satellite media services connecting remote areas to Canada's major centres. For more information on the event contact Jack David.

12. Study Supports Toronto's High Tech Leadership

The City of Toronto has partnered with the Greater Toronto Marketing Alliance (GTMA), Ministry of Economic Development and Trade (MEDT) and Industry Canada in retaining E&B Data to research and complete a profile of the interactive digital media and information technology sector in the GTA. A report is currently being prepared on the completed first phase of research involving the interactive digital media sector. The second phase of the study focusing on the information technology sector will be completed in April 2004.

Information in these reports will assist Toronto companies in promoting their services internationally and will also serve as a basis for the development of a business strategy for government and industry marketing Toronto as a high-tech leader. For more information on the study and its findings, contact Dana Dean.

13. Crystal Awards Recognize Four Entertainment Giants

The 2003 Crystal Awards, presented by Women in Film and Television - Toronto, (WIFT-T) have recognized the outstanding contributions of four remarkable women working in Canadian film and television. During an awards luncheon at Toronto's Fairmont Royal York Concert Hall, attended by some of this country's most famous entertainment figures, Isme Bennie, Cynthia Reyes, Deepa Mehta and Kathryn Emslie were honoured by peers for their leadership and commitment in demonstrating the key role women play in the success of Canadian film and television.

Internationally celebrated actor Cythia Dale hosted the awards, which were presented by producer/director Norman Jewison; founder of the Canadian Film Centre, ballerina, writer, producer and director Veronica Tennant O.C.; Chair of the Canadian Radio-television and Telecommunications Commission Charles Dalfen; and the Honourable Jean Augustine Secretary of State (Multiculturalism & Status of Women). We join with those at the luncheon, in congratulating these deserving recipients.

14. "The Envelope Please!"- Toronto A Major Award Winner

The Economic Developers Association of Canada (EDAC) is a 600 member national organization of economic development professionals representing every province in Canada. Marketing Canada Awards are presented annually by EDAC to recognize commendable business marketing achievements across the country. From a record number of entries the 2003 jury selected Winning Nominations. **Toronto's Milan Mission** and the exhibit installed in Milan for the event, were both selected as Winning Nominations. **Toronto's Labour Force Readiness Plan** won the coveted first place prize for Research Brochures.

The EDAC Royal Bank Award Competition is open to member organizations that undertake economic development projects that, in the words of the sponsoring organization, are "creative and successful demonstrations of community involvement". Toronto's comprehensive **"You Belong Here"** campaign launched as a proactive response to the challenges posed by SARS, was selected as this year's winner of this prestigious award. The award was presented at the President's Dinner during the EDAC's 35th Professional Development Conference in St. John's Newfoundland... Toronto's Economic Development Division received first-place honours for the best Policy and Program submission at the Canadian Urban Institute's "Brownie Awards" at the 2003 National Brownfield Conference. The city's project, **"Investing in the Future- Leveraging Brownfield Redevelopment through Community Partnerships"** profiles the City's Employment Revitalization Program and how community resources were mobilized through the Lakeshore Community Partnership to combat challenges associated with closure of several operations in the Toronto Lakeshore area.

For more information on Labour Force issues contact Susan Brown.

To learn about Toronto Lakeshore opportunities, contact Judy Dunstan.

15. Late Breaking News- CoreNet Global Summit Booked for Toronto

CoreNet Global is the premier association of corporate real estate executives, service providers and site selection professionals. CoreNet has a combined membership of over 7,000 professionals representing more than 300 companies including many world leaders in banking, health care, manufacturing, high-technology, retail, software, telecommunications and transportation.

The 2005 Core Net Global Summit will be held in Toronto April 16-20, 2005. The Fairmont Royal York has been selected as host hotel with programs being presented at the Metro Toronto Convention Centre. More details will follow in our next newsletter. For more information at this time contact Ron Wandel.

16. Toronto Shoots for World Hockey Championship

The World Junior Hockey Championship, which attracts the world's best junior hockey players, has never been held in the GTA.. The GTA Bid Group is vying against other Canadian cities and city-regions to host the World Junior Hockey Championship in 2006. Support this bid by placing a deposit on a ticket package.

17. Serving the Business Community

We are here to support you. If you are looking to expand or relocate, we can help find locations, assist with onsite expansions, provide research/information on market conditions and assist with government policies or procedures. Check out Toronto's

comprehensive business services @ www.toronto.ca/business.

18. Contact Us

We are interested in your feedback. Contact Carl Knipfel with ideas for future newsletter topics, questions about issues raised in this issue or to add names to our mailing list.

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